

COMPANY: Zonatherm Products, Inc.
POSITION TITLE: Generac Manager
LABOR CATEGORY: Exempt
REPORTS TO: Vice President of Sales
APPROVED BY: Chief Operating Officer
DATE: 10/24/2022

JOB SUMMARY

The Generac Manager contributes to the overall sales performance for Zonatherm by leveraging customer relationships to deliver measurable increases in our market presence. They specialize in positioning the Generac product line to create product awareness and capabilities resulting in potential sales leads. They manage the Generac Sales team, setting well-defined goals, providing feedback, and monitoring results to grow the business and increase sales revenue.

ESSENTIAL RESPONSIBILITIES

Generac Sales Management

- Manages the Generac Sales team, setting well-defined goals, providing feedback, and monitoring results to grow the business and increase departmental revenue and profitability.
- Develops, presents, and executes Generac product sales plans that ensure attainment of company goals and profitability. Initiates and coordinates development of action plans to penetrate verticals and new accounts.
- Leads meetings with the Generac Sales team including one-on-ones and weekly forecast.
- Provides accurate feedback to management on wins/losses and trends. Recommends next steps to address issues and process improvement opportunities.
- Leads departmental training with employees to demonstrate the application and proper use of our manufacturers' products (e.g., monthly "lunch and learn" sessions) while maintaining product and technical knowledge.
- Communicates and executes on Sales Strategy with sales team.
- Trains team members to understand our go-to-market strategy and value propositions while leveraging all available tools and resources.
- Takes responsibility for achieving manufacturer Generac Quota, as well as Zonatherm Generac Quota. Assigns Quotas per salesperson.
- Monitors actual and forecasted performance against quotas.
- Coaches, mentors, and develops sales team members to keep them engaged while optimizing their performance.
- Works with Sales Operations to improve Customer Relationship Management system (CRM) data and functionality, as needed.

Account Sales

- Creates and facilitates strong relationships with assigned accounts by becoming the customers' trusted advisor and resource for technical expertise and product application solutions. Transfers leads and accounts to appropriate teams, as needed. Provides dedicated support for all requests from assigned customers. Promotes company advantages and assists customers to determine the best solution for their needs with the goal of increasing jobs where these products are the foundation.
- Creates sales opportunities through assigned accounts to assist with the application and specification of our manufacturers' products, with the goal of increasing jobs where these products are the foundation.
- Provides information on product availability, pricing, competitive or legacy portfolio cross-referencing suggestions. Generates, updates and tracks CRM opportunities, whether originated or assigned.
- Coordinates selling campaigns, qualifies leads, and coordinates customer introductions. Works in partnership with other sales employees to increase sales revenue.
- Reviews Company inventory, shipping deliveries, manufacturing timeline, etc. to ensure products and services desired can be delivered to customer given their expectation/need.
- Participates in sales and industry-related social networking events to educate and promote products and services.
- Comprehends and adheres to all safety, quality, and Company guidelines specified in the Employee Handbook, the safety policy manuals, quality procedures or any official Company documents.
- Other duties, as assigned.

ESSENTIAL QUALIFICATIONS AND REQUIREMENTS

- **Education and/or Experience:** Bachelor's degree required, or a minimum of three (3) to five (5) years of management experience and one (1) to two (2) years of experience supporting engineers and/or contractors, or a combination of equivalent education and experience.
- **Mathematical Skills:** Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.
- **Reasoning Ability:** Demonstrates problem solving ability by using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems.

- **Communication Skills:** Collaborative communication skills and the ability to convey information effectively through excellent written and verbal communication. Ability to listen effectively to understand the needs of internal and external customers. Ability to talk with customers, coworkers, and vendors, and appropriately adjust technical content to meet different audience knowledge.
- **Computer Skills:** Strong proficiency in MS Office Suite (Word, Excel, Outlook) and the ability to operate in NetSuite and third-party CRM. Minimum typing speed of 50 words per minute.
- **Supervisory Responsibilities:** Directly supervises Generac Sales staff. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; and addressing complaints and resolving problems.
- **Physical Demands:** While performing the duties of this job, the employee is regularly required to sit, stand, walk; and talk or hear. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.
- **Driving Responsibilities:** This position requires occasional travel during regular business hours with a valid driver's license and proof of automobile insurance.
- **Work Environment:** This job operates in a clerical, office setting. This role routinely uses standard office equipment such as computers, phones, photocopiers, and fax machines.
- **Position Type and Expected Hours of Work:** This is a full-time position, and typical work hours and days are Monday through Friday, 8:00 A.M. to 5:00 P.M. with one (1) hour unpaid lunch. Occasional work outside of business hours may be required. Travel may be required.
- **Other Qualifications:** Must be comfortable supporting a remote sales team and able to prioritize and multi-task for maximum efficiency without sacrificing accuracy. Must possess a passion for process and harnessing technology to drive success, and a willingness to work outside the job description to grow with the Company.

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without prior notice.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed above are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.